

HISTORIC DOWNTOWN POULSBO ASSOCIATION FUND (131) DESCRIPTION:

In 1988, business owners in the downtown area, with the cooperation of the City, formed a Business Improvement Area Association (BIAA). This organization, dedicated to the beautification and promotion of historic downtown Poulsbo, is now known as the "Historic Downtown Poulsbo Association" (HDPa).

The purpose of the association as stated in their mission statement is: ***"To aid general economic development and facilitate business cooperation through promotion and improvement of the Downtown Business District"***.

Businesses self-assess fees to support the beautification, preservation, and promotion of downtown Poulsbo. Donations are also accepted from corporations and any other business or individuals who wish to support the program. By attending quarterly member meetings on the third Thursday of March, June, September, and December, members can: join committees; run for open board positions; and discuss their ideas. A monthly newsletter keeps members informed about downtown events, ongoing projects, and upcoming promotions.

The skill and expertise of HDPa members has been the key to the success of the organization. The volunteer board and committee members decide how the association's budget will be spent. Part-time staff carries out board policy and assists the committee chairs. The City Council approves both the budget and expenditures. These funds are used for promotion, beautification, and administration purposes. The City provides the services of accounts receivable, accounts payable and annual report preparation in compliance with Washington state regulations. The city is paid for these services.

The Association has erected attractive blue standards to hold decorative banners and flower baskets which are planted each spring. Flowers are planted twice each year in the blue pots and ground areas throughout the business improvement area. Trash cans and ash cans purchased by the HDPa help keep the streets free of litter. The downtown is decorated for the winter holiday season with placards, wreaths, and garlands purchased and maintained by the HDPa.

Brochures, television, radio, Internet, and print media are used to promote the downtown area. The Internet directory at *HistoricPoulsbo.com* provides the names and telephone numbers of each association business member as well as a monthly events newsletter. Live web site links are also provided to all member businesses' websites. The marketing committee has also negotiated favorable advertising rates for association members.

In 2008 replacement of the old wooden benches with vibrant blue metal benches with the Viking ship logo was completed. The benches were paid by donations. In 2010 Havn Vei (Way to the Harbor) Walkway was incorporated within the HDPa. Individuals and Businesses can purchase pavers to be engraved with names and messages for a small fee. Also in 2010 six Decorative Light Standards were installed in the Waterfront Park adjacent to Anderson Parkway and Marina. The Pavers and Light Standards were paid by donations, leaving a reserve for additional beautification of Downtown Poulsbo.

FUND RESOURCES:

Businesses located in the downtown area pay an assessment based on the type of business and square footage of floor space. These assessments are levied by applying a quarterly minimum fee, or a fee based on the square footage of floor space, whichever is greater. The association also recognizes the benefits of joining the Greater Poulsbo Chamber of Commerce and the Kitsap Peninsula Visitors & Convention Bureau in marketing efforts and fund procurement. This cooperation makes more marketing resources accessible to the downtown core, and enhances Poulsbo's overall branding.

The Planning Department determines the correct square footage and the City bills association members on a quarterly basis. For 2011, assessments are estimated to be \$42,000.

HDPa'S QUARTERLY ASSESSMENT SCHEDULE		
	Minimum Quarterly Base	Assessment per square footage
Retail	\$60	7.5 cents
Non-Retail	\$45	4.5 cents

EXPENDITURE HIGHLIGHTS:

Ongoing:

- purchase of replacement beautification elements when needed
- monthly Poulsbo LENKE "What's New"
 - direct mail to media, accommodations, & yacht clubs
 - direct and internet mail to all members

Seasonal-Spring

- planting of pots and ground areas for summer and fall
- purchase and planting of flower baskets for placement on blue standards

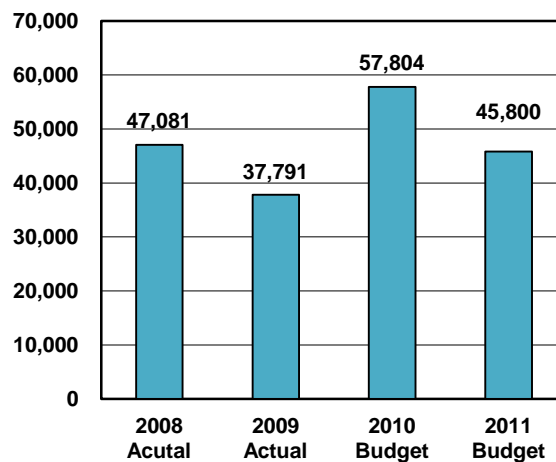
Seasonal-Summer

- Event Marketing
- Radio & Print Advertising
- Brochure Printing
- Co-op ads with Poulsbo Chamber of Commerce and the Visitors Convention Bureau

Seasonal-Fall

- planting of blue pots and ground areas for spring
- community "Trick or Treat" in downtown Poulsbo
- Christmas in Poulsbo
 - decoration of downtown with Christmas banners, lighted garlands, placards, and wreaths
 - Father Christmas and the Giving Tree (contributions collected for Fishline)
 - Kitsap Newspaper Group - "Experience Little Norway"
 - Kitsap Newspaper Group - Holiday Gift Guide
- Girls Night Out events

Historic Downtown Poulsbo Association (131) Expenditures (2008-2011)



HISTORIC DNTWN POULSBO ASSOCIATION RESOURCES (FUND 131)					
ACCOUNT DESCRIPTION	2008 ACTUAL	2009 ACTUAL	2010 BUDGET	2011 BUDGET	% CHANGE
BEGINNING BALANCE	18,144	19,134	30,058	37,274	24%
MISCELLANEOUS	48,071	48,806	45,750	47,750	4%
TOT HIST DNTWN POULSBO ASSOC	66,215	67,940	75,808	85,024	12%
HISTORIC DOWNTOWN POULSBO ASSOCIATION USES (FUND 131)					
ACCOUNT DESCRIPTION	2008 ACTUAL	2009 ACTUAL	2010 BUDGET	2011 BUDGET	% CHANGE
BAD DEBT EXPENSE	-	6,403	-	-	0%
SUPPLIES	3,372	758	17,804	11,000	-38%
OTHER SERVICES & CHARGES	41,709	28,630	37,500	31,800	-15%
INTERFUND PAYMENT FOR SERVICES	2,000	2,000	2,500	3,000	20%
FUND BALANCE	19,134	36,553	18,004	39,224	118%
TOTAL HIST DNTWN POULSBO USES	66,215	74,344	75,808	85,024	12%